



**Tulane
University**

FREEMAN SCHOOL OF BUSINESS

Tulane University
Professional Development
Certificate Programs
2008 - 2009

Business/Management
Certificate Program

TULANE UNIVERSITY

Founded in 1834, Tulane is one of the top research universities in the nation. Tulane University's Freeman School of Business was established in 1914 and has since become one of the nation's premier business schools, world-renowned for its passion for business and for developing leaders. Both Tulane University and the Freeman School of Business have consistently ranked in *U.S. News & World Report's* Top 50.

Tulane University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097, telephone 404-679-4501) to award bachelor's and master's degrees. Tulane's Freeman School of Business is accredited by the AACSB International (Association to Advance Collegiate Schools of Business), the premier accrediting body for business schools.

Hurry! Monthly Classes Fill Quickly.

- 800-983-6489
- Intl. +1 813-612-4290
- TulaneU.com

Maximize Your Management Effectiveness With the Latest Business Skills!

As markets become more complex, business professionals are challenged to play a more dynamic role in their company's success than ever before. With the **Master Certificate in Business/Management** you'll gain the managerial perspective and in-demand skills to lead your team or organization to success in this ultra-competitive marketplace. Whether you're currently in a management role, or you want to advance into one, this three-course certificate program strengthens your skills in current business theory and provides you with the latest management techniques.

PROVEN STRATEGIES FOR TODAY'S MANAGER FROM TOP-RANKED TULANE!

Every decision a manager makes impacts the company – for better or worse. From selecting the right staff, to evaluating metrics, to dealing with sensitive legal issues, it takes the latest management knowledge and skills to accomplish your goals. Now, no matter where you live or what your schedule, you can tap into Tulane's prestigious business school – online – and gain management expertise you can apply to your career immediately.

The Master Certificate in Business/Management is a comprehensive professional development series that covers the most critical MBA subject areas in management. Like a college degree program, the step-by-step approach builds on itself, taking students through the essential skills that managers and other professionals need to stay competitive.

Learn How to:

- Select and develop employees that will meet and exceed a company's objectives
- Motivate your team to produce high-performance results
- Use the hidden logic of economics in management decision-making and strategy
- Minimize liabilities by adhering to employment laws and workplace regulations
- Apply best practices from the business disciplines that make up the core of the MBA

BECOME A BUSINESS MANAGEMENT EXPERT – ONLINE!

The Master Certificate in Business/Management program features three eight-week courses presented by the country's leading business experts. You'll learn from the same professors who teach at Tulane's top-ranked Freeman School of Business, award-winning instructors who are widely published in top industry journals and have consulted for some of the world's leading companies.

Each course contains up to 16 hours of streaming video presentations, independent exercises and hands-on simulations so you can practice what you learn and find the techniques that best fit your management style. You'll study real-world examples from world-class organizations and discover ways to implement the latest management techniques to give your company the competitive edge.

MASTER CERTIFICATE IN BUSINESS/MANAGEMENT

Complete three eight-week courses and earn your Master Certificate in Business/Management from Tulane's prestigious Freeman School of Business. This in-depth online program provides a comprehensive overview of business disciplines that make up the core of the MBA, then gives you the specialized management skills to become a highly productive manager and enhance your organization's competitiveness.



CAREER-BUILDING CREDENTIALS!

Students receive their Master Certificate in Business/Management after completing these eight-week courses:

Business Essentials I



Business Essentials II



Advanced Management Strategy



**MASTER CERTIFICATE
IN BUSINESS/MANAGEMENT**

Register for this interactive program and learn directly from Tulane's expert instructors in topics including marketing management, financial management, international business, managing people, business law and managerial economics. You'll acquire new skills you can begin applying immediately on the job along with a new certificate that will serve as an important milestone as you complete each course.

Program Benefits

- Gain an increased understanding of the role and function of the manager in organizations
- Maximize your managerial effectiveness while minimizing liability
- Understand which leadership styles work best in different situations
- Identify methods of adding the most value
- Boost the performance of your team

Who Should Register?

This program is perfect for any manager or professional seeking to build their business knowledge, advance their career and become a recognized leader. It also makes an ideal review of core business disciplines for those considering pursuing an MBA degree. The Master Certificate in Business/Management is open to anyone who wants to gain or improve organizational management tools and skills.

EXPERIENCE AN UNMATCHED ONLINE CLASSROOM

Our online classroom is second to none! It's dynamic, interactive and multimedia driven. Instant messaging and shared virtual whiteboards allow you to interact with classmates and faculty in real time. And two-way voice over IP is a great personal touch for students who prefer to communicate via voice to ask questions or discuss weekly assignments.

Communicating with professors during virtual office hours and viewing leading industry experts via streaming video make learning faster than in the traditional classroom setting. You'll do everything online in your own time, so you can work full time and continue your education.

UNPARALLELED FEATURES

- Virtual classroom provides two-way voice over IP with instant messaging and shared whiteboard features
- Professor-led classes through online streaming video
- Chat rooms and message boards for rich, real-time interaction with professors and students alike
- Ability to study anytime, anywhere
- No required login times – 24/7 access
- Multimedia access – not a book-in-a-box, go-it-alone program

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- ➔ TulaneU.com



EXPAND YOUR SKILLS AND EARN VALUABLE CREDENTIALS FROM TOP-RANKED TULANE UNIVERSITY – ONLINE!

The Master Certificate in Business/Management is made up of three courses: *Business Essentials I*, *Business Essentials II* and *Advanced Management Strategy*. With this comprehensive knowledge you'll be equipped with the advanced skills to enhance your organization's competitiveness and achieve your personal career goals.

Business Essentials I

The *Business Essentials I* certificate course gives you the fundamental knowledge to master the basics of business. This course explores the latest business practices and trends in marketing management, financial management, business statistics and financial accounting. You'll study strategic planning, marketing research, promotions mix, pricing strategy, capital budgeting, statement of cash flows and more. Whether you're sharpening your skills or studying business for the first time, this eight-week course helps you build a solid understanding of the disciplines that make up the core of the MBA.

What You'll Learn:

- The four "P"s of the marketing mix and how they interrelate
- Established methods of analyzing investment and financing decisions
- How to use statistics to help measure the past and make better decisions for the future
- Essential ways to interpret the income statement, balance sheet and statement of cash flows

Business Essentials II

The *Business Essentials II* certificate course builds on *Business Essentials I*, expanding your expertise with the latest information on international business, financial statement analysis and leadership topics. The curriculum examines advanced topics including globalization, trade barriers and agreements, cash flow analysis, quality of earnings, emotional intelligence, leadership styles and team processes. This eight-week course is the ideal way to enhance your basic business knowledge or survey core business disciplines before committing to a full MBA program.

What You'll Learn:

- The financial accounting process and advanced finance techniques
- The impact of globalization and international trade barriers/agreements
- Methods and best practices of financial statement analysis
- Leadership, motivation styles, emotional intelligence and vision

Advanced Management Strategy

Advanced Management Strategy, the capstone course to the Master Certificate in Business/Management program, gives you the management insight and tools to make more effective leadership decisions. Topics covered include: managerial perspectives, managing people, business law for managers and managerial economics. Provides you with a deeper insight into the context for making managerial decisions, and the critical attributes of successful managers.

What You'll Learn:

- Vital techniques for adding value to your organization
- Essential tools for training and evaluating new employees
- Proven tips for motivating employees
- Time-tested techniques for boosting team performance
- The basics of opportunity cost, production and trade
- How to utilize the appropriate leadership style to handle a variety of workplace situations

TULANE UNIVERSITY ONLINE FACULTY

Courses are taught by Tulane University online faculty, who bring a wealth of knowledge and real-world experience to instructional development and delivery. Their expertise and interactive teaching methods create a dynamic experience where participants use a proven combination of virtual classroom collaboration tools, online instructor-led discussions and streaming video.

Daniel Arce, PhD

Dr. Arce is the Robert D. McCallum Professor of Economics and Business at Rhodes College. He holds a PhD from the University of Illinois and he has taught at the University of Alabama, Universidad de San Andres, and Universidad Catolica (Lima). His course on Latin American development was featured in *The Wall Street Journal*.

James H. Biteman, PhD

Dr. Biteman has received 16 awards for teaching excellence, including three Outstanding Teacher awards. He holds a PhD in Organizational Behavior from Harvard University and a BS from Purdue University.

Salvatore Cantale, PhD

Dr. Cantale has a Master's Degree in Management and a PhD in Finance from INSEAD (France). He was a member of the faculty at City University of Hong Kong and he heads the research department of the Italian Association of Bankers.

Karen M. Foust, PhD

Dr. Foust worked in public accounting, private industry and nonprofit organizations for 10 years before earning her PhD in accounting. She has won several teaching awards during her decade of teaching and has published and presented several academic papers in nonprofit accounting, financial accounting, managerial accounting and pedagogical issues.

Michael Hogg, JD

Mr. Hogg received his Juris Doctor, MBA and BA from Tulane University. He is President of The Wintergreen Company and Managing Partner at Minge, Kelly, Davenport & Hogg, and serves on the Board of Directors of Compass Rose Investment Co., Hickory Travel Systems, Pine Lodge Development Corp. and Lord Jim, Inc.

Paul Hooper, PhD

Dr. Hooper holds a PhD from Tulane University. He has published five books and over 20 articles in accounting, business, finance and information systems journals. Dr. Hooper has also taught at the Universities of Delaware, Virginia, Missouri and New Orleans as well as at Pepperdine University.

Mary Konovsky, PhD

Dr. Konovsky received her PhD and MBA from the Indiana University School of Business and her MS from the Indiana University Psychology Department. She has conducted seminars and workshops domestically and internationally and is the recipient of the 1988 Yoder-Heneman Award and 1994 Erich Sternberg Award.

Melissa Johnson Morgan, PhD

Dr. Morgan completed her PhD in the fields of sports marketing and consumer behavior and she is a Senior Lecturer at the Faculty of Business, University of Southern Queensland. Dr. Morgan has worked as a consultant at several universities and has published several papers in consumer research.

William A. Reese Jr., PhD

Dr. Reese holds an MBA from Virginia Tech, a PhD from the University of Arizona, and he has published research papers in several industry journals. Dr. Reese has extensive experience in insurance and commercial banking and is a chartered financial consultant.

Russell P. Robins, PhD

Dr. Robins received his PhD in Economics from the University of California. He has taught at Harvard University Summer School and has published papers in *The Journal of Derivatives*, *Management Science*, *Journal of Forecasting* and many others.

Jim Sowers, PhD

Dr. Sowers is the Market Leader for Deloitte Consulting LLP's Human Capital Advisory Services in the Gulf Coast region. He has consulted with a variety of organizations including Bell Helicopter – Textron, Delphi, Shell Oil Products Company and many others. Dr. Sowers earned his PhD in Management at Columbia University.

Mary J. Waller, PhD

Dr. Waller holds a PhD in Organizational Behavior, an MS degree in Management Science and an undergraduate degree in Petroleum Land Management. Her work has been published widely in industry journals and she has consulted for organizations including the FAA, Archer Daniel Midlands Company and NASA.

UNIVERSITYALLIANCE®

The Nation's Leading Universities Online

The University Alliance (UA) facilitates the promotion and online delivery of degree and professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, our university partners have surpassed 300,000 online enrollments – making UA the largest facilitator of e-learning in the country. University Alliance partners include Villanova University, the University of Notre Dame's Mendoza College of Business, Tulane University's Freeman School of Business, Thunderbird School of Global Management, the University of San Francisco, the University of South Florida, Florida Institute of Technology, The University of Scranton and Jacksonville University.

One simple call connects you to the broad range of benefits offered by the University Alliance. You will be assigned a program representative who serves as your contact for non-academic issues – answering questions about financing options, helping you to enroll in the next class and more. Technical support personnel and other professionals are also easily accessible every step of the way.

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CERTIFICATE PROGRAM TUITION

Master Certificate in Business/Management

Take all three courses and receive your Master Certificate in Business/Management. Earning a master certificate demonstrates a solid understanding of core business analysis skills and illustrates your dedication and professionalism.

Sign up for all three courses in this program and receive a special tuition rate of \$4,995. That's \$945 off the regular tuition price of \$5,940 for all three courses individually.

Business/Management

Business Essentials I	\$1,980
Business Essentials II	\$1,980
Advanced Management Strategy	\$1,980
TOTAL	\$5,940
Special Package: All three courses (a \$945 savings)	\$4,995

Continuing Education Units (CEUs): Earn 4.0 CEUs for each eight-week course.

ACE Recommendation: Undergraduate, 3 semester hours for each eight-week course.

The American Council on Education's College Credit Recommendation Service (ACE) has recognized Tulane's Master Certificate in Business/Management as course material suitable for college credit recommendation.

WHAT TYPES OF DISCOUNTS AND ASSISTANCE ARE AVAILABLE?

Tuition Assistance

Your tuition cost may be covered by your company's tuition assistance program and may also be tax deductible. Consult your HR department and your tax advisor for more information.

Career Training LoanSM

SLM Financial, a Sallie Mae company, offers a comprehensive, flexible, low-cost loan product specifically designed to help working adults who enroll in an accredited university's distance learning undergraduate or graduate degree program or certificate program. The SLM Financial Career Training Loan, with its quick application and approval process, will have you ready to enroll in the next available session. For more information on the SLM Financial Career Training Loan, contact a program representative today or fill out an online application.

Military Discount

Special discounts are available for active U.S. military servicemembers. Please call for more information.



CORPORATE PROGRAMS

Unleash the Power of Your Organization

Establish a corporate training program today, and begin to see positive results in your organization immediately!

What You'll Get

A well-educated workforce equals corporate success. Along with saving your company valuable time and money, you'll provide your employees with the opportunity to learn the necessary skills to lead improvement initiatives that result in measurable sales growth, economic value, customer satisfaction and retention, and employee satisfaction and motivation. These skills will help increase your bottom line and create a streamlined work environment.

Start With a Pilot Program!

Register a group of your employees in an online class, and see how their newly acquired knowledge increases productivity and impacts your bottom line. This pilot program offers the following services to your organization:

- Special corporate pricing
- A unique, expert-led online session to "kick off" the course
- A survey of employees after class to ensure quality and satisfaction
- An end-of-course review with corporate managers
- All employees will be in the same online class

"My experience with Tulane's master certificate was exceptional. I found most of the material from all three modules immediately applicable. Additionally, this has given me the confidence to pursue a full MBA in the future. I'd definitely recommend this course for corporate management development."

*James Winburn
Creedmoor, NC*

Guarantee your staff's success with business and management skills from Tulane University! Getting started is easy. Contact us today for complete details.

A DIVERSE NETWORK

Join the growing number of companies nationwide who have experienced the University Alliance difference:

- Accenture
- Agfa
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- AT&T
- Bell South
- Bethlehem Steel
- Boeing
- Chevron
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- CSX Transportation
- Dell
- Deloitte Consulting
- EDS
- ExxonMobil
- General Dynamics
- General Electric
- General Motors
- Groton Utilities
- Halliburton
- HP
- IBM
- Ingersoll-Rand
- Intel
- Lockheed Martin
- Microsoft
- Motorola
- NASA
- PricewaterhouseCoopers
- Schlumberger
- Sprint
- United Technology
- U.S. Department of Energy
- U.S. Military
- Xerox

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